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1. (currently amended) A method for enabling a consumer to access the Internet using a television having at least one television tuner, comprising:

configuring the television to have plural television channels and at least one virtual channel, the virtual channel representing a Web page;

providing a mixer receiving the television channels and virtual channel;

providing a switch receiving an output of the mixer; and

configuring the switch to pass the output to a display based at least in part on a user channel selection, and

~~periodically sending updates to the Web page to the television, such that the virtual channel is periodically updated thereby.~~

2. (original) The method of Claim 1, wherein content of the virtual channel is stored in memory within the television.

3. (original) The method of Claim 1, wherein content of the virtual channel is stored in memory remote from the television.

4. (currently amended) The method of Claim 1, wherein the updates to the virtual channel are sent via a DSL.

5. (currently amended) The method of Claim 1, wherein the updates to the virtual channel are sent via a cable modem line.

6. (currently amended) The method of Claim 1, wherein the updates to the virtual channel are sent via at least one vertical blanking interval (VBI) of a television signal.

7. (original) The method of Claim 1, further comprising:

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receiving consumer input via a conventional television control device;

using the input, establishing a consumer profile; and

using the consumer profile, establishing at least one virtual channel or updating at least one virtual channel on the television.

8. (original) The method of Claim 7, wherein the input is received and stored in memory inside the television at a first time, and then transmitted to a site remote from the television at a second time.

9. (original) The method of Claim 1, wherein the act of sending updates includes:

sending information pertaining to at least one update to the television; and

at the television, using the information to determine whether to download the update to the television.

10. (currently amended) An interactive television (ITV) system, comprising: method for presenting television signals and Web pages on a single interactive television (ITV), comprising:

detecting television signals at a television tuner supported on a housing of the ITV;

in response to a user channel selection, presenting a television channel or a Web page receiver on the housing of the ITV, the a Web page received at the receiver being associated with a virtual channel; and

a mixer receiving signals from the tuner and the Web page receiver and selectively mixing TV signals with Internet signals for display thereof on a TV screen.

updating or changing the Web page associated with the virtual channel, such that a first version of the Web page is displayed via the virtual channel at a first time, and a second version of the Web page is displayed via the virtual channel at a second time.

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11. (currently amended) The method system of Claim 10, further comprising a switch at an output of the mixer and configurable to present, in response to a user channel selection, a TV channel signal from the mixer, a virtual channel signal from the mixer, and a combination thereof, wherein content of the virtual channel is stored in memory within the ITV.

12-40 (canceled).

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